

Eric Woodyard, B.A., 2010

Eric Woodyard is an award-winning sports journalist, author, and ESPN NFL Nation reporter covering the Detroit Lions. He joined ESPN in September 2019 as an NBA reporter for the Midwest region, where he covered basketball and boxing. Since April 2021, he has delivered Lions-centric coverage across multiple platforms, including ESPN.com, television, radio, ESPN+, and social media.

Before joining ESPN, Woodyard covered the Utah Jazz as a digital sports reporter for the *Deseret News* (2017–2019) and served as the lead sports writer for *MLive.com*'s *The Flint Journal* from 2011 to 2017.

Woodyard has appeared on ESPN's *SportsCenter*, *NFL Live*, *The Jump*, *E:60*, and *Outside the Lines*. Throughout his career, he has interviewed an extraordinary roster of icons from sports and entertainment, including Mike Tyson, LeBron James, Magic Johnson, Kareem Abdul-Jabbar, Kevin Durant, and Barry Sanders, as well as cultural figures Kevin Hart, J. Cole, Ice Cube, and Master P.

A native of Flint, Michigan, Woodyard earned his Bachelor of Arts in Journalism from Western Michigan University. Demonstrating his commitment to his roots, in 2013 he launched the "Flint Made Me" scholarship to support youth in his hometown. He is also the proud father of his son, Ethan.

Woodyard has been recognized extensively for his reporting. He earned first-place honors in the Best Sports Story and Best Sports Feature categories from the Michigan Associated Press in 2012 and 2015. In 2017, he received a first-place award for Spot Sports Story from the Utah-Idaho-Spokane Associated Press Association. In 2019, his profile of Karl Malone captured top honors in the "Sports Enterprise" category at the Top of the Rockies contest.

He is the author of three books: *Wasted*, *Ethan's Talent Search*, and *All In: The Kelvin Torbert Story*. In addition, Woodyard is an active contributor to *Andscape*, where he provides cultural insight at the intersection of sports and community. Most recently, Woodyard was featured in the "B-Roll Matters" video series, which highlighted how his Flint upbringing shaped his rise to prominence in sports journalism through perseverance and authenticity.

Christopher W. Tremblay, Ed.D., BA '94, MA '99

Dr. Christopher W. Tremblay brings three decades of leadership in higher education enrollment management, currently serving as Executive Director of Enrollment Management at the University of Michigan's Taubman College of Architecture and Urban Planning. A

first-generation college graduate, he earned his doctorate in educational leadership from UM-Dearborn. Known as "MR.WMU" during his WMU admissions tenure, Christopher has served on the School of Communication External Advisory Board since 2009 (serving as co-chair from 2012-2016), and established a scholarship in our School honoring his parents, Gerard and Madeline Tremblay. He has also taught for the School in the past. He currently teaches a travel course on Walt Disney for the WMU Lee Honors College and recently authored academic book chapters on Disney. Christopher co-founded/co-edits the Journal of College Access and serves as editor-in-chief of College & University Journal. In 2024, the National Association for College Admission Counseling recognized his work co-editing the field's only graduate textbook.

Fiona Maguire-O'Shea, B.A.

A seasoned public relations consultant with 30 years of experience in strategic communications, media relations, marketing, special events and fundraising. Her background spans B2B, agency and nonprofit environments—both nationally and internationally—where she has helped small to mid-sized organizations amplify their voice and sharpen their messaging. Fiona is particularly known for her ability to quickly assess communications challenges, craft compelling narratives and secure high-impact media coverage. Whether writing and editing press materials, ghostwriting technical articles, or developing thought leadership content, she combines sharp editorial judgment with a deep understanding of media strategy. Her proactive, hands-on approach has consistently earned extensive coverage, built media partnerships and driven organizational visibility.

Currently, Fiona leads public relations for a global metal roof attachment solutions company and directs media strategy for an international industry conference and trade show with approximately 6,000 attendees. She creates and executes annual PR plans, develops all press content, and works closely with trade and national media outlets to maximize exposure. Her core expertise includes media relations, strategic messaging, technical and ghostwriting, PR campaign development, content creation, social media strategy, multi-channel marketing, corporate branding, website redevelopment, grant writing and event management. A trusted leader and collaborator, Fiona is known for delivering clear, consistent communications that align with business goals and resonate with key audiences.

Laura Murphy, B.A., 2000

Laura Murphy graduated in 2000 from WMU with a Bachelor of Arts degree in Public Relations. She was one of the early recipients of her degree, having been accepted into the program in 1999 through her involvement in student activities.

From 1997 to 2000, Laura held various positions with the Public Relations Organization on campus, including serving as president. Between 1997 and 1999, she also worked as a Student Ambassador, giving campus tours and acting as an evening telemarketer answering parent calls.

While working in the student center, she learned about the WMU Orientation Program and applied. Upon acceptance, she served as an orientation leader in the summer of 1999 and the role strengthened her love for leadership, public speaking, mentorship, and team collaboration—all of which have guided her professional journey.

Over her more than 25-year career, Laura has held various PR and marketing roles, representing some of the world's most beloved brands. She is currently the President of Bolt PR, an award-winning full-service PR, digital marketing, and content agency.

Laura heads a team of professionals and serves clients across the U.S. and internationally, ranging from hospitality and franchise to consumer products and retail. She is driven by a people-first mentality and is passionate about developing programs to mentor the next generation of PR and marketing leaders.

Last year, Bolt PR received a nomination from 'PRNews' for Best Small Agency of the Year, and two weeks ago, the agency was nominated for Best SEO Campaign from 'Ragan Awards & PR Daily.'

Additionally, Laura also provides franchise and QSR guest commentary on the TODAY Show, and most recently, with FORBES on mental health advocacy within the workplace for moms.

Laura met her husband, Aron, in Kalamazoo. Aron is a 2003 graduate of WMU with a degree in Design Engineering. They have been married for 22 years and are the proud parents of two daughters, Ava and Grace. Laura and her family reside in Charleston, SC.